

MANOS KALAITZAKIS

PERSONAL INFORMATION

Address 3, Ragkavi str., 145 61 Kifissia
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Date of Birth [REDACTED] Heraklion, Crete
Marital status Married, 2 children
Military obligations Completed

SKILLS SUMMARY

Highly experienced, talented and dependable **sales and marketing professional** with 30 years experience in the Greek pharmaceutical market in various sales and marketing positions. Skilled in all aspects of sales force management and training, as well as marketing planning and program implementation.

PROFESSIONAL EXPERIENCE

- 3/2004 – Today **AIDOM Pharma SA**
Chairman & Managing Director
Importer, Distributor, Wholesaler and Owner of both Multinational and Greek Brands in the Pharmaceutical field and in the FMCG sector
- Exceeded company's target sales by 18 % in average each year
- 12/2005-Today **Venus JSC (public company), 3A Boris Arsov Str.,Sofia, Bulgaria**
Real estate development
Member of the Board of Directors
Participation in the Boards of Directors meetings;
Investment evaluation;
Marketing research of real estate sector;
Reporting to the General Meeting and shareholders;
- 1/2002 – 2/2004 **GALDERMA HELLAS S.A. (a 50% L'Oréal - 50% Nestlé subsidiary)**
Marketing Manager reporting to General Manager
Planning and Implementation of company's strategy, communication of the strategy to the sales force, medical and sales training. IMS Analysis, Below-the-Line Promotional Activities.
- Increased total actual sales by 12% within one year.
 - Increased market share of 4 products representing 80% of total sales by 20% on average within one year.
 - Organized 3 special professional events: budget control, networking with key opinion leaders, logistics.
 - Supervised preparation for new product launch: competition analysis and monitoring, sales force training, speakers, new printed material.
 - Managed the total promotional budget.
- 1/1998 – 12/2001 **GALDERMA HELLAS S.A.**
Sales Manager reporting to General Manager
Direction and Control of all sales operations: Development, proposition and implementation of short and long term Sales Objectives, Plans, Programs. Organization of the sales force structure, procedures and

activities. Sales territories, budget control. HR responsibilities on MSR recruiting.

- Responsible for a team of 5 medical sales representatives (incl. supervision, coaching, motivation, medical and sales training).
- Exceeded target sales by 20% in average each year.
- Launched (Jan. 2000) new product which became no2 in its specific category (15% market share) within 3 years.

10/1991 – 12/1997

GALDERMA HELLAS S.A.

Medical Sales Representative reporting to Sales & Marketing Manager

Promotion of Company's Products mainly in Dermatologists, covering Attica and major part of South Greece.

- Exceeded personal target sales by 20% in average each year

2/1991 – 10/1991

INFORMA S.A. (exclusive representative of CANON automation products).

Sales Counselor

Duties included selling and customer servicing.

EDUCATION

1989 – 1995

The American College of Greece – Deree College,
BSc in Business Administration, Major in Marketing Management

PROFESSIONAL EDUCATION - SEMINARS

1992 – Today

Various intra-company seminars and training courses, including Madrid, 2003; Marketing Excellence (Management Centre Europe - MCE)

Paris, 2003; Project Management (MCE)

Tenerife, 2002; Management Performance

1998

Public Relations (Hellenic Management Association - E.E.D.E.)

1993

Selling Techniques (E.E.D.E.)

1991

Selling Psychology (Generalli Life)

1st Congress of Marketing

LANGUAGES

Greek

Mother tongue

English

Excellent reading, writing and verbal skills

COMPUTER SKILLS

Windows XP, Microsoft Office 2000, Internet

AWARDS

2002

“Sales Cup” Award – Galderma’s Best Sales Management Performance

1993 - 1995

“Sales Cup” Award – Galderma’s Best Selling Company Team in Europe

ADDITIONAL INFORMATION

Member of Hellenic Marketing Institute (E.I.M.)

Presentation skills

REFERENCES

Can be provided upon request